



Committee Members: Nadine Burke Harris, Mayra Alvarez, Shana Hazan, Jackie Majors, and Kris Perry

Executive Director: Camille Maben

January 20, 2022, Public Education and Outreach

Advisory Committee Meeting Highlights

Agenda Item 1 – Opening Remarks

Ms. Maben called the meeting to order at 3:03 p.m.

Commissioners Present: Nadine Burke Harris
Mayra Alvarez
Shana Hazan
Jackie Majors
Kris Perry

Announcements:

None.

Agenda Item 2 – Public Comment

No public comment.

Information Item 3 – Introduction of New Media/Public Relations Contractor and Media Planning

Jackie Thu-Huong Wong, Chief Deputy Director, introduced First 5 California's new media and public relations contractor, Rescue Agency, to discuss with and get feedback from the advisory committee regarding their approach and methodology to develop a communication strategy for developing the next media campaigns, immediate audience research plans and communications in 2022, and long-term vision to support First 5 California's media goals through June 2024.

- Brandon Tate, Rescue Agency Senior Vice President and Group Management Director, provided an overview of the organization.
- Jeff Jordan, Rescue Agency Founder, transitioned into explaining the principles behind behavior change marketing as opposed to traditional marketing.
- Dr. Dawnyéa Jackson, Rescue Agency Senior Director of Research, discussed the practice of intentional equity through communications research.
 - Commissioner Majors asked if participants in research are compensated.
 - Dr. Jackson explained that compensations are given as cash incentives, ensuring the amount is not too high or coercive.
- Michelle Bellon, Rescue Agency Vice President of Strategy, gave an overview of the strategy for accomplishing goals.
 - Dr. Burke Harris expressed that she was impressed with the overall strategy. She made a few notes that Rescue should keep in mind while moving forward:
 - Emphasize the science that shows experiences of adversity and Safe, Stable, and Nurturing Relationships and Environments (SSNREs) don't just impact the brain, but physical health as well.
 - Explicitly talk about adverse childhood experiences (ACEs). She explained that the single biggest risk factor of a child having ACEs is the parent having ACEs. She noted that a lot of families do not understand that their own experiences change their biology, which is especially important now during the pandemic.
 - Commissioner Alvarez noted that in creation of SSNREs, there is so much out of the control of families (e.g., immigration status, poverty, neighborhood, etc.). She asked how these factors play into this research.
 - Ms. Bellon mentioned that looking into those factors is part of the scope of their research. She emphasized that the intent is to hear personal experiences and determine what works and what does not work.
 - Member Perry stated she is happy to connect Rescue with policy leaders and researchers that have visited the state as a way to support the future research.
 - Dr. Burke Harris provided an example of how this work can be done: ACEs awareness for healthcare providers who screen for ACEs.
 - She explained that the program funded communities to develop additional training with a special focus on Indigenous families in California in which all science about resilience and protective factors were mapped into indigenous practices.

- She noted there is a huge opportunity to do something similar with the next campaign, and that many other efforts are already underway where staff could look for alignment.
- Vice Chair Hazan advised Rescue to be more narrowly focused, amplify the message, and evaluate the impact.
- Dr. Shiloh Beckerley, Rescue Agency Vice President of Research and Evaluation, discussed First 5 formative communications research.
 - Commissioner Alvarez emphasized that the language used for groups of people matters. She encouraged the team to not think of groups of specific people as “special populations,” but as children the Commission is trying to serve.
- Irma Vega, Rescue Agency Account Director, outlined the next steps for Rescue Agency and their collaboration with the Commission.
 - Commissioner Majors asked if there would be an opportunity to participate in the focus groups.
 - Ms. Vega responded that they would coordinate with Commissioners to allow them to view the focus group proceedings.

Public comment:

None.

Action Item 4 – Adjournment

DISCUSSION: None.

PUBLIC COMMENT: None.

Ms. Wong adjourned the meeting at 5:10 p.m.